

Volunteer Recruitment for a Non-Profit Organization: Part 1

Develop a Volunteer Assessment Plan



Session 1

Session 2

Session 3



What does the organization need?

How do I get what the organization needs?

How do I get it going?

Develop a volunteer assessment plan

Outreach strategies

Implementation of volunteers



What's **YOUR** story?

"I remember when my 4th grade teacher asked me to volunteer during recess to help the two new Vietnamese students practice their English. I gained two new friends, they learned a little more English, and I learned at a young age that I could make a difference and contribute in a positive way to change lives. I try to always keep that in mind when recruiting volunteers - that I am offering them an opportunity to learn more about themselves and an opportunity to change lives. Who wouldn't want to reach out for that?"

- Rachel Mertz- Rodriguez

Why is
Volunteer Recruitment
Necessary?

For College Campuses:

Bonnors = Gateways for Service

Fosters a culture of service on
campus

A commitment to an organization is
a commitment to recruiting volunteers
for that organization

For Non-Profit Organizations:

Volunteers have untapped skills and potential

Relatively low cost "labor"

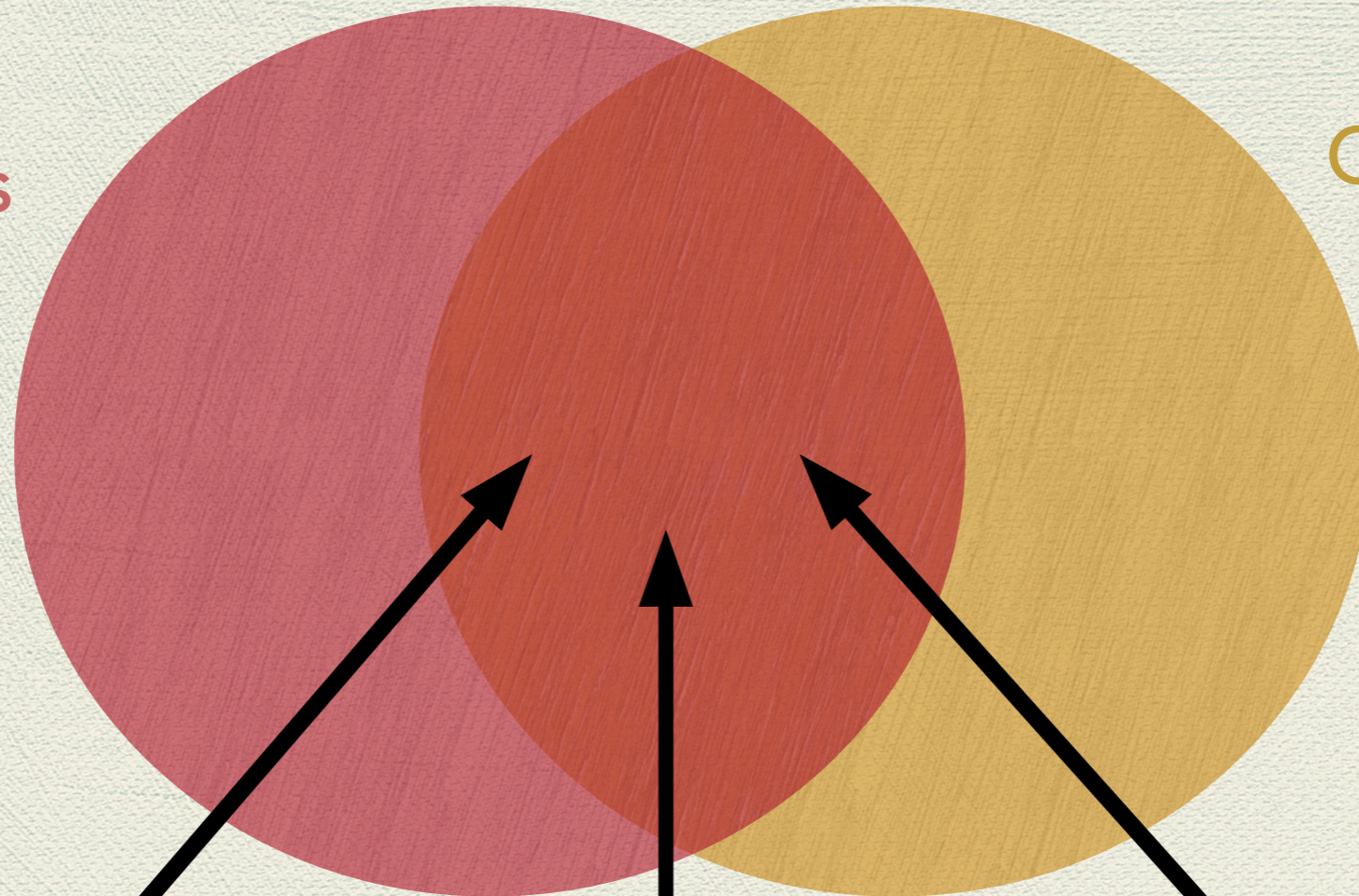
Utilizing individuals with a passion for your cause

Discover needed information and resources for impact and sustainability

Combined Benefits:

College
Campuses

Non-Profit
Organizations



Mutual
partnership

More individuals
involved in the
social change and
justice movement

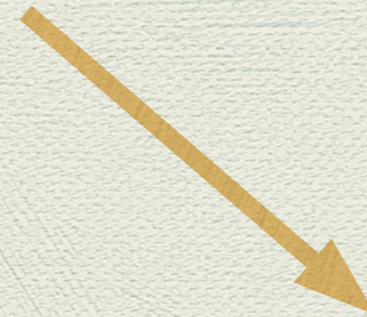
Collaboration
to build
community

Developing a Volunteer Assessment Plan

Volunteers can fulfill



Direct Service Roles



Capacity Building Roles

Capacity Building: Developing an organization's capacity to utilize their volunteers and resources more effectively, thereby capitalizing on a mutual partnership between volunteers and community partners

Direct Service Roles

- Tutoring children in an after-school site
- Gardening in urban environments to create green areas
- Training inmates to pass the GED
- Packing bags at a food pantry

Capacity Building Roles

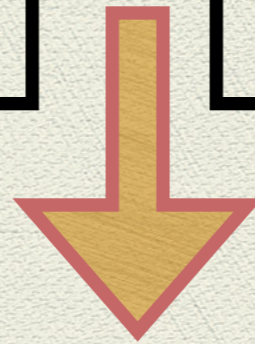
- Building an effective twitter page for a non-profit organization
- Serving as a student representative on the board of a non-profit
- Designing and leading curriculum for an after-school program
- Doing community-based research on the impact of a service site

Developing a Volunteer Assessment Plan

Complete with student
volunteers that all attend
the same primary service
site

Analyzing Capacity at a Non-Profit Organization

Complete in
conjunction with
community partner



Comprehensive Volunteer Assessment Plan

To be used in the next session:

*Volunteer Recruitment for a Non-Profit Organization: Part 2 -
Outreach Strategies*

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